



NOTICE AND AGENDA

Communications Committee Meeting

October 5, 2010 | 10:30 am – Noon

Laurel Inn Conference Center, 801 West Laurel Drive, Salinas, CA

1. Call to Order
2. Approval of Minutes – July 12, 2010 meeting
3. Activities Update
4. Trade Outreach
 - a) Direct Mail
 - b) PMA Sponsorship
5. Public Relations
 - a) Annual Report
 - b) Rapid Response Plan
 - c) Issues Management
 - d) Gold Checkmark Award
6. DC Outreach
7. Closed session to discuss litigation and personnel pursuant to Section 11126 of the Open Meeting Act
8. Public Comment
9. Adjournment